

information, it is often difficult to understand the relationship between details and the overall view. Perceived risk is a psychological state. Because perceived risk is an individual's biased assessment of the risk situation, and the assessment is highly dependent on individual psychological and situational characteristics, and the dependence on electronic payment methods increases the perceived risk of consumers when shopping online, which is prone to anxiety. Reputation is defined as the degree to which the buyer recognizes the integrity of the sales organization and pays attention to customers. It represents the cumulative evaluation results of the enterprise's past behavior for a long time. The definition of information quality can be considered from the perspective of quality definition. In the context of Internet E-commerce, it is well known that the information quality on the Internet varies greatly. From highly accurate and reliable to inaccurate and unreliable, there may be intentional misleading. Online consumers may pay special attention to the logistics information on the website, because it should help them to make a judgment on the state of goods, so as to have an impact on their psychological state.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influencing factors of express anxiety of B2C E-commerce platform users

Content	Perceived information overload	Perceived risk	Perceived reputation	Perceived information quality
College students	3	5	5	5
White collar group	4	4	3	4
Retired group	5	4	4	3

Conclusions: Users' express anxiety is a negative emotion for individuals, which will not only cause personal psychological imbalance and bad emotional experience, but also affect users' satisfaction with online stores and express enterprises, become an obstacle to the transformation and stable development of online stores and express enterprises, and finally affect the development of B2C E-commerce and E-commerce logistics industry as a whole. Therefore, a comprehensive understanding of the causes of users' express anxiety can become the key to how to improve users' mental health and enhance users' emotional experience, so as to promote the development of online merchants, express enterprises and even the whole B2C E-commerce platform and express logistics industry.

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THE IMPROVEMENT EFFECT OF HIGHER EDUCATION ON STUDENTS' LEARNING AND MEMORY IMPAIRMENT

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Background: Higher education refers to professional education and vocational education based on the completion of secondary education. It is the main social activity to train senior professionals and professional personnel. Higher education is one of the important components of the education system. It usually includes various educational institutions whose main tasks and activities are high-level learning and training, teaching, research and social services. The second half of the 20th century is an unusual stage of expansion and qualitative change in the development history of higher education. The rapid growth of social demand for senior professionals and the urgent need of individuals for access to higher education make higher education develop at an unprecedented speed, from elite education to mass education.

Objective: The process of popularization of higher education has been gradually promoted in China and has been highly valued by colleges and universities all over the country. In the context of the popularization of higher education, it is necessary to strengthen the rational adjustment of the structure and layout of colleges and universities, macro-control the uneven regional distribution of colleges and universities, and take some remedial measures.

Subjects and methods: The popularization of higher education is a strategic education decision in China in recent years, which plays a guiding role in the future development of higher education in China. Under the development situation of objective inevitability, popular higher education meets the needs of the people and meets the requirements of the sustainable development of market economy. At the same time, it can improve students' learning and memory barriers and promote the rapid development of popular higher education in the future.

Study design: The method of investigation and analysis was used to conduct a questionnaire survey on students. 1000 junior middle school students, senior high school students and college students were randomly selected to fill in the questionnaire for 15-20 minutes. A total of 1000 questionnaires were distributed, 989 were recovered and 977 were effective.

Methods: Excel is used to count the improvement of higher education on students' learning and memory impairment.

Results: In memory methods, we should learn to remember skillfully and flexibly. The most basic method of systematically memorizing the learned knowledge is the "unit network method", that is, those interrelated contents are regarded as a unit and summarized into a knowledge network. At the same time, you can listen to more music. Adagio movement can eliminate the tension of the brain and make people enter the state of meditation. The students listen to slow music, relax their muscles and read out the materials that need to be remembered according to the beat of the music. Today, with the development of science and technology, memory training for middle school students is certainly inseparable from high technology. Using potential development machine can quickly and effectively develop your memory potential. By studying various factors affecting human brain waves, we have developed a PROTUS potential development machine that adjusts the state of human brain waves through sound waves and light waves. It can effectively adjust the state of human brain waves by using multiple combinations of sound waves and light waves. It has a very good effect in training memory and can effectively improve memory. Scientific diet can improve blood circulation, inhibit platelet aggregation, prevent cerebral thrombosis, delay brain function decline, enhance memory, delay aging, protect cerebral vessels and promote brain cell activities.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. The improvement effect of higher education on students' learning and memory impairment

Factor	Memory	Listen to the music	Technology	Diet
Junior school student	3	4	3	4
Senior high school student	4	3	4	3
College student	4	3	3	3

Conclusions: Higher education is a complex and multi-layer open system. In recent years, in the applied research of higher education, we have a deeper understanding that higher education is a complex and multi-layer open system. The basic function of higher education is to train specialized talents for various departments of society. It must exchange changing information with economic, political, cultural, scientific and other systems, be restricted by relevant social systems and provide services, so as to obtain social support, enhance its vitality and give full play to its functions in actively adapting to the changes of the external environment, realize their own value. The basic theory of higher education, whether macro external relations or micro structure research, involves many disciplines and needs the support of many disciplines. Only by examining and exploring from multiple disciplines and perspectives can we comprehensively and deeply understand the essence, function and value of higher education, master the laws of internal and external relations of higher education, and improve students' learning and memory ability.

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PRACTICE ON RELIEVING ADOLESCENT MENTAL ANXIETY BY TEACHER DEVELOPMENT VOCATIONAL EDUCATION

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